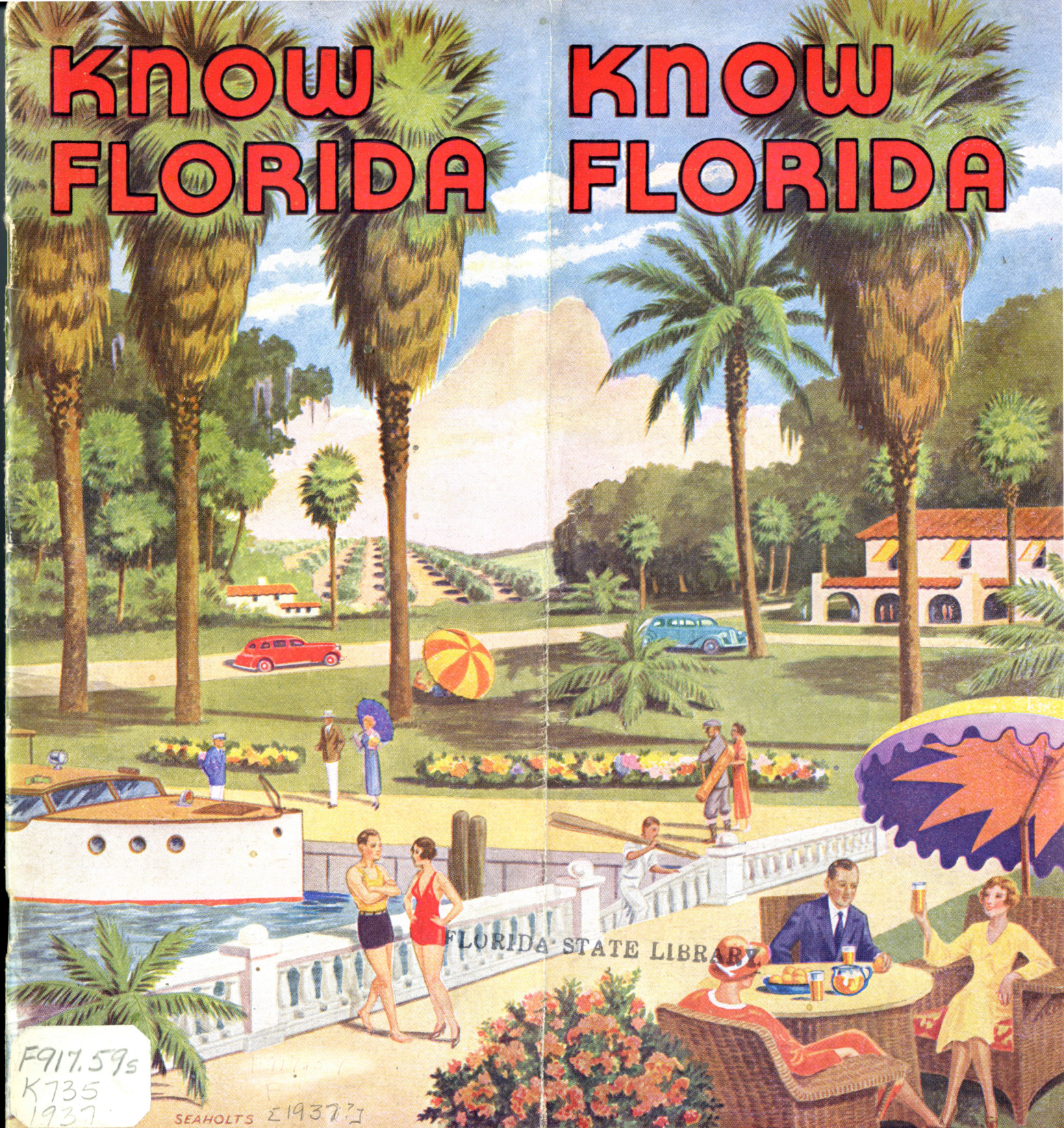


KNOW FLORIDA

KNOW FLORIDA



ISSUED BY STATE DEPT. OF AGRICULTURE, TALLAHASSEE

Florida . . Physical Facts

Total area of State, square miles.....	58,666
Total land area, square miles.....	54,861
Total water area, square miles.....	3,805
Land area of State, in acres.....	35,111,040
All land in farms in acres.....	5,940,229
Number of farms	60,000
Acres of land assessed for taxation.....	33,909,483
Mileage of public highway.....	9,200
Mileage of railroad	7,500
Number of counties	67
Number of public schools.....	2,643
Number of voting precincts in the State.....	1,101
Maximum elevation of State above sea level, feet	324.3
Average rainfall per annum for past 33 years	52.4
Annual normal temperature.....	70.8

FLORIDA has more sunshine in winter and less in summer than the Northern States. In Florida the shortest day in the year is only about three hours shorter than the longest day, but along the northern border of the United States there is a difference of nearly eight hours. This, in part, accounts for the mildness of Florida winters and the coolness of Florida summers. The Gulf Stream brushes the southeastern shore of the State and also modifies the climate.

Florida has the oldest permanent white settlement in the United States. It is the last State of the Union to be developed.

It has 35,000,000 acres; 2,841,600 acres are in water.

It lies between 24° 30' and 31° North latitude, and 79° 48' and 87° 38' West longitude.

It has over a thousand miles of coast line.

Its rainfall is 56 inches—nearly five feet.

It is the largest State east of the Mississippi River except Georgia. It is equal in area to Maine, Vermont, Connecticut and Rhode Island—four times as large as Holland.

Its elevation is from tidewater to over three hundred feet.

Its mean annual temperature is from 68.8° to 72.3°.

Its highest temperature for thirty years was 107°.

Its lowest was 0.2°, 1899, at Tallahassee.

Florida is in the same isothermal zone as the Madeira Islands, southern Spain, Sicily, Egypt, southern Palestine, northern Arabia, northern India, southern China, the Hawaiian Islands, northern Mexico, southern California, southern Arizona, southern New Mexico, southern Texas, and southern Louisiana.

Florida is the land of romance, legend, song and story, from "Way Down Upon the Suwannee River" to "The Over-Sea Route Along the Keys," and from Perdido's bordered valley to St. Augustine's templated shrines.

It is bathed in the passionate caresses of the southern sun, laved by the limpid waves of the embracing seas, wooed by the glorious Gulf Stream, whose waters, warmed by the tropical sun, speed northeastward to temper the climate of Europe.

An emerald kingdom by southern seas, fanned by zephyrs laden with ozone from stately pines, watered by Lethe's copious libation, decked with palm and pine, flower and fern, clothed in perpetual verdure and lapt in the gorgeous folds of the semi-tropical zone.

In 1935 Florida's population was 1,602,268.

Records disclose that 284,642,538 gallons of gasoline were consumed in this State in 1936.

In 1936, 408,339 motor vehicles were registered.

Florida leads the nation in the production of grapefruit, celery, Fuller's earth, and phosphate (84% of U. S. production), and in winter-grown crops we rank first in producing tomatoes, snap beans, eggplant, cucumbers, peppers, and Irish potatoes. Our waters yield about 137,000,000 pounds of fish yearly. Florida grows a greater variety of food products throughout the year than any other State and there are still ten million acres of farm land yet to be developed in the "Sunshine State!"

Shipping to and from every quarter of the Globe passes through Florida's busy ports.

More than 90 per cent of the population of the United States can reach Florida within 48 hours.

The northernmost tip of Florida is farther south than the southernmost limit of California.

An automobile traveling from Pensacola to Key West via Jacksonville must drive 890 miles, which is 100 miles farther than the latter city is from Washington, D. C.

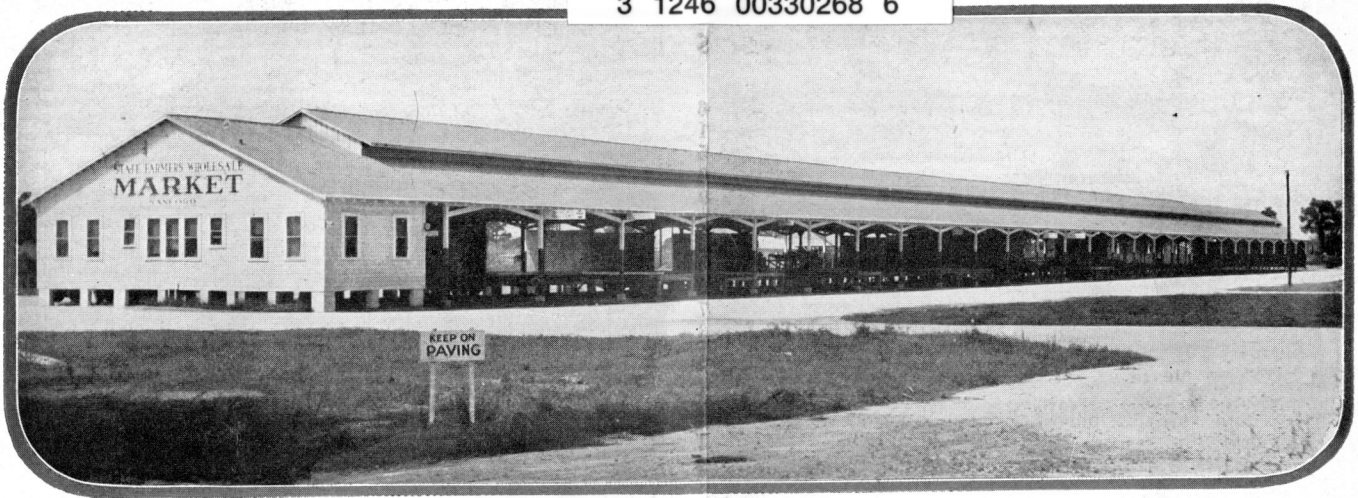
Florida is unexcelled by any State in geographical location, equable climate, annual rainfall, surface waters, length of coast line, beautiful beaches, superiority of sunlight and growing days.

She leads all States in the variety of soils, crops, fishes, trees, flowers, herbs and birds.

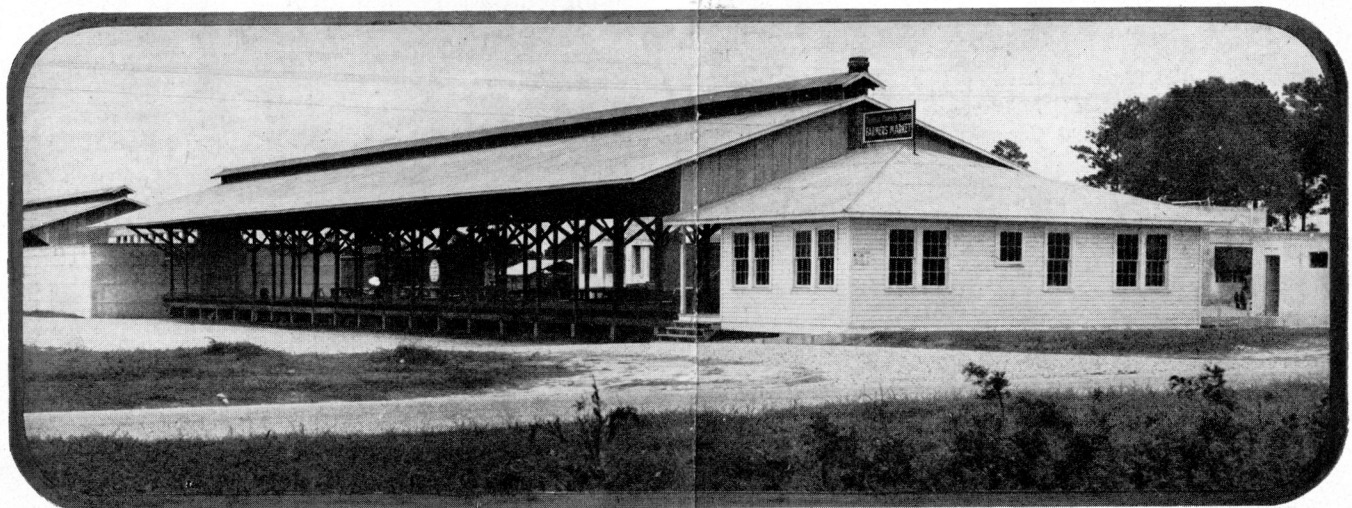
Florida has no equal in the production of phosphate, naval stores, Fuller's earth, winter-grown truck crops, sponges, cigars and grapefruit.



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STATE MARKET AT SANFORD



FARMERS STATE MARKET, Ocala

State Department

THE GOVERNOR, Secretary of State, Attorney General, Comptroller, Treasurer, Superintendent of Education, and Commissioner of Agriculture constitute the cabinet of the Florida State Government. These are constitutional officers whose duties are executive.

There are numerous boards and commissioners authorized by various legislative acts; some of which are not connected with any cabinet officer other than the Governor, and some are composed of all the cabinet officers, and others are composed of certain members of the cabinet. The Commissioner of Agriculture is a member of the following:

1—Board of Commissioners of State Institutions; 2—Trustees of the Internal Improvement Fund; 3—Board of Pardons; 4—Textbook Commission; 5—Budget Commission; 6—Board of the Okeechobee Flood Control District. The above boards are composed of members of the cabinet. The 7th board listed below, is composed of the Governor, the Commissioner of Agriculture, the Marketing Commissioner and the State Marketing Board.

These boards and commissions require a great deal of time of members. Many of the affairs of the State government are directed by these executive bodies. The duties connected therewith are in addition to the regular duties of their respective offices.

The office of the Commissioner of Agriculture has nine divisions.

1—The State Marketing Bureau—the Marketing Commissioner is appointed by the Governor on the nomination of the Commissioner of Agriculture.

2—The office of the State Chemist—the State Chemist is appointed by the Governor on the nomination of the Commissioner.

3—The Division of Agriculture and Bureau of Immigration; 4—The Bureau of Inspection; 5—The Land Division; 6—The Field Note Division; 7—The Prison Division; 8—The Dairy Inspection Division; 9—The Citrus Inspection Division.



STATE CAPITOL AT TALLAHASSEE

The Constitution of the State of Florida sets forth the duties of the Commissioner of Agriculture as was authorized in 1885. It says that the Commissioner of Agriculture shall perform

1. "Such duties in relation to agriculture as may be prescribed by law."
2. "Shall have supervision over all matters pertaining to **public lands.**"
3. "Shall keep the bureau of **immigration.**"
4. "Shall have supervision of the State **prison.**"
5. "Shall perform such **other duties** as may be prescribed by law."

From the above it is quite clear that the Commissioner of Agriculture is not limited in his duties to that of the vocation of farming. Any duty which the Legislature may impose upon him will be in accord with the Constitution. He is already Prison Commissioner—and this takes more of his time than any other one division. He is Land Commissioner, Immigration Commissioner and Inspection Commissioner.

State Marketing Bureau

THE Florida State Marketing Bureau was created by the Legislature of 1917, as a division of the State Department of Agriculture. It was one of the first departments of its kind to be created. It began operations just four years after the Federal Bureau of Markets was established. It was a real pioneer in its field. It had to blaze new trails, for there were no agencies of its kind which had been in existence long enough for us to follow their policies, or avoid their mistakes.

Standardization

After grades were established on fruits and vegetables, and these products were being standardized, we realized that one of the greatest needs of the Florida fruit and vegetable industry was information in regard to standards and grades under which these products could move and by which they could be sold. To encourage Grades and Standards, Shipping Point Inspection Service was inaugurated in cooperation with the United States Department of Agriculture. In the final sense, Federal-State Shipping Point Inspection for grade and condition is fundamentally grade work. It substantiates merits proclaimed for products in arranging sales, advertising or otherwise, and provides an impartial, disinterested means of adjusting claims and disputes between shippers and receivers, and a fair basis of settling transportation claims. The evidence given in the certificates affords a concrete and tangible basis in making sales, since it provides the shipper with more certainty in the merit and quality of his product, and gives the buyer more confidence and assurance in making f.o.b. purchases. It aids the shipper in intelligently bargaining with the buyer and protects him in instances of unwarranted complaints or rejections, and furnishes prima facie evidence in both State and Federal Courts in case of litigation.



MARKETING FLORIDA PRODUCE

It required time to put this project into operation, but during the 1922-23 season, with one inspector, 162 cars were inspected at shipping points in Florida. Inspection gradually grew until eleven years later, 1933-34, with a maximum of 250 men, in mid-season, equivalent to 57,977 cars were inspected, and inspection has been provided on 226,176 cars in the seasons 1922-23 through 1936-37.

Market News Service

It was largely through the efforts of the State Marketing Commissioner and the co-operation of the State Marketing Bureau that the southeastern circuit providing market news to Florida was made available.

A daily miscellaneous vegetable market bulletin issued from Jacksonville gives to every grower in the State who requests the service a complete report including shipments, passings, market prices and conditions of the Florida products on all the larger northern and central markets. This report, in addition to fruit and vegetable data, includes poultry and egg information on the Jacksonville,

Miami and Tampa markets. F. O. B. cash track information for practically all the miscellaneous vegetables in Florida is included so that the growers in every section of the State not only know exactly what the product is worth F. O. B. cash track, but also what on the same day the product is worth on the destination markets. Not only does this report go to more than 2,200 shippers each day from the Jacksonville office, but there is a special field reporting station conducted throughout the season at Sanford for reporting celery; at Hastings for potatoes; at Pompano and at Belle Glade for beans and miscellaneous vegetables; at Plant City for strawberries; at Bradenton for celery and the lower West Coast vegetables; at Leesburg for watermelons; and there is a general citrus report issued throughout the season at Lakeland which has provided indispensable service to citrus growers, shippers, buyers, distributors and the trade. Arrangements have been made to include special daily reports covering the Sanford State Wholesale Farmers Market, and the Central Florida State Farmers Market at Ocala, which gives the growers in the State f. o. b. prevailing market prices on all the miscellaneous vegetables.

There has, in addition to the above State-wide blanket market news service, been a special livestock market quotations service inaugurated, and each Tuesday and Friday a complete market report of hogs, cattle, etc., is issued from this office covering the important southeastern markets and Chicago. The poultry and egg producers have had available in the daily press furnished from this office since 1919, an egg and live poultry quotation service which has been used as a sales basis for ninety per cent of the eggs produced in Florida.

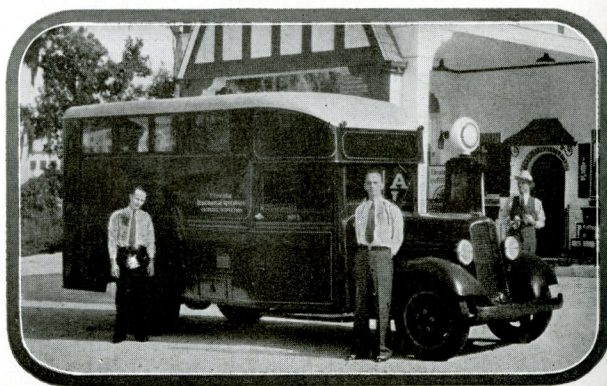
Beginning with only a brief report and with the whole project in charge of only one representative, we now have some **nine** stations with two or more representatives at each station, not to mention two of the regular Bureau force maintained for issuing the Jacksonville daily report. There is no excuse for any grower or shipper of citrus fruit, vegetables, livestock or poultry products in the State not having available complete market information every day in the season—and a very for-

tunate part is that the service is provided absolutely free by the State and Federal Bureaus cooperating.

It has been estimated that this market information, which is carried on and paid for jointly by the Florida State Marketing Bureau and the United States Department of Agriculture, covers sale transactions on Florida produce valued at from \$75,000,000 to \$85,000,000.

During the six years, 1930 to 1936, since the Legislature extended the Bureau's activities by increasing the number of marketing specialists, the Commissioner and three marketing specialists have taken part in 2,190 growers' and shippers' meetings, attended by 202,398 people; and 5,112 marketing conferences, attended by 35,784 growers and shippers; assisted in carrying on 1,674 cooperative sales at which equivalent to 3,049 cars of livestock, poultry, eggs, wool, syrup, hay, corn, etc., were sold for cash amounting to a total of \$3,206,405. During these same six years we have assisted in selling from the office 5,720 cars of these same products, which brought \$4,019,750, and in less than carlots products valued at \$2,431,638—a grand total of \$9,657,948.

The Assistant Commissioner and other members of the office force have given special marketing advice and assistance on the preparation, distribution or sale of 49,662 cars, which brought to the sellers \$32,826,869, and in less than carlots produce which brought \$11,428,518, and collected or adjusted accounts amounting to \$112,800.



AN INSPECTION TRUCK

Inspection Bureau

The Inspection Bureau is charged with the enforcement of the following State laws:

The Gasoline Inspection Law.
The Fertilizer Law.
The Commercial Feeding Stuffs Law.
The Pure Food and Drugs Law.
The Egg and Poultry Laws.
The Citrus Inspection Laws.
The Milk and Milk Products Law.
The Frozen Desserts (Ice Cream) Law.
The Insecticide and Fungicide Law.

Gasoline and Kerosene

All gasoline and kerosene prior to sale in Florida must be registered with this Bureau showing that it meets State standards. Inspectors draw samples from large terminal tanks in Florida ports, from storage plants and tank cars and from retail filling stations. These samples are analyzed by two travelling laboratories and by the main laboratory at Tallahassee. Adulteration or staleness of gasoline results in the immediate seizure of the product, thus preventing further sale. The mechanism of all retail gasoline stations is periodically tested for accuracy by field inspectors. Pumps not giving correct measurement are locked up until properly adjusted. This inspection service assures the quality of the gasoline and kerosene used in Florida as well as accuracy of the pumps which deliver it.

Fertilizer

Florida farmers, truckers and fruit growers consume between four and five hundred thousand tons of commercial fertilizer annually. To protect them it is required that a fertilizer, prior to sale, have its guaranteed analysis registered with the Inspection Bureau showing exactly the percentages of plant foods it carries and the ingredients from which it is made, and must also have attached to each bag a tag attesting the registration and showing the guaranteed analysis exactly as registered.

To check up on this, thousands of samples are drawn each year by inspectors and tested by chemists in the laboratory of the State Chemist at Tallahassee. Brands which are found to fall below the guarantee registered are subject to seizure and under the Fertilizer Law, the purchaser of deficient fertilizer is allowed to collect from the manufacturer twice the value of the deficient goods which he has purchased. Florida has a Fertilizer Law which became effective September 1st, 1935, and

which provides a larger degree of truth telling about commercial fertilizers than has hitherto been practiced.

Commercial Feeds

Commercial stock feed used in Florida aggregate 225,000 tons per year. All such feeds must be registered with the Inspection Bureau so as to give the guaranteed analysis of each, together with statement of ingredients. As with fertilizers, stock feeds are sampled wherever found for sale in the State and these samples are tested by the State Chemist. Seizure and sale of deficient products is provided as a penalty by the Feed Law. Each bag, parcel or package of commercial feed, prior to sale in this State, must have attached the official feeding stuff tag showing the same to be registered and also showing the guaranteed analysis which must exactly agree with the registration records.

Pure Food and Drugs

The Pure Food and Drugs Act of Florida follows in its main essentials the Federal law on the same subject. This Act does not require registration of foods, but it does enforce rules and regulations under which penalties are inflicted for violations as to incorrect labelling, shortage in weight, misbranding and adulteration. The samples of butter, canned meats, fruits and vegetables, breads and other bakery products, pickles, vinegar and similar edibles, are examined by the Food Analyst in the State Laboratories. Impurities, inedible properties and adulterants, when reported by the State Chemist, subject the article tested to seizure and if its quality is low enough to warrant the action, confiscation and destruction is carried out by the food inspectors. In this way many tons of impure, unwholesome and possibly dangerous low grade foods are taken off the market every year and destroyed.

Eggs and Poultry

Egg and poultry laws constitute the most recent effort to protect the producer and consumer alike through State statute. Egg dealers are required to obtain a certificate authorizing them to buy and sell eggs, and they must use the label prescribed by the law showing thereon the standards of weight and quality set up by the law. The label must also indicate whether the eggs were produced in Florida, whether they had been placed in cold storage, or whether they were shipped from other States. These restrictions safeguard Florida producers against unfair competition



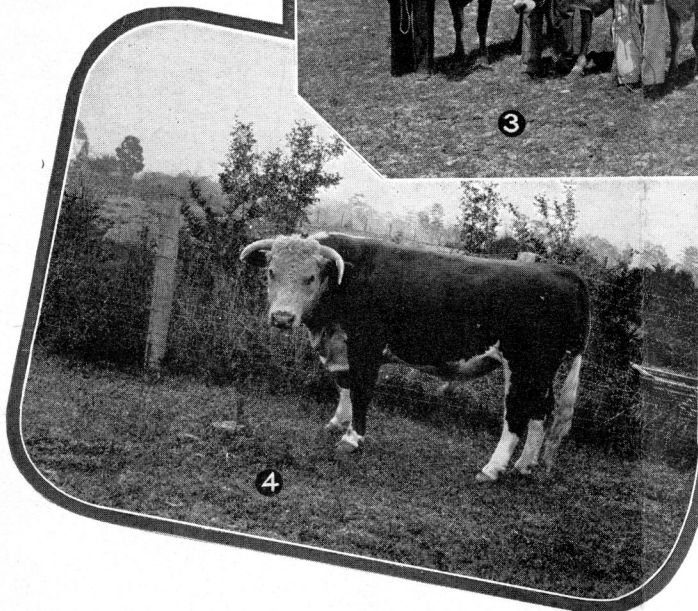
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4



5

1-A HERD OF FLORIDA BEEF CATTLE. 2-FATTENING FOR MARKET.
3-SOME FINE DAIRY STOCK.
4-A REAL BLUE BLOOD. 5-FINE HOGS HAVE REPLACED THE RAZORBACK.

from out-of-State shippers, and also give reasonable protection to housewives entitled to know the truth about the eggs they buy. The main feature of the Poultry Law is the requirement that all dressed fowl, prior to sale, must bear a label showing the class to which it belongs and its net weight.

Insecticide and Fungicide Law

The Legislature of 1937 passed a law defining and regulating the manufacture and sale of agricultural insecticides and fungicides in this state. This act requires licensing of manufacturers and registration and labelling of each brand, provides penalties for misbranding, fraud or deception in the manufacture or sale of the products, requires the sampling of goods offered for sale and their analysis by the State Chemist and vests the Commissioner of Agriculture with power to revoke licenses and cancel registrations held by violators of the statute.

In view of the large and increasing use of insecticides and fungicides by Florida fruit and vegetable growers, this new measure will be received as a much-needed protection and assurance of quality for those who buy such materials.

Citrus Inspection Laws

These laws fix standards of maturity for grapefruit and oranges and provide for an inspection service governing their movement to the market. A subdivision of the Bureau of Inspection with headquarters at Winter Haven directs the field force necessary to supervise the packing, grading and shipment of the citrus fruit crop moving out of the State. A laboratory is maintained at Winter Haven which adds additional control through chemical examination of fruit being packed and shipped. The enforcement of these Citrus Control laws constitutes the largest single activity of the State Department of Agriculture during the fall and winter months and requires at the peak of the season, the employment of 150 or more inspectors. The importance of this work is appreciated when you realize that Florida's citrus crop has an average retail market value of around fifty million dollars per year.

Milk and Milk Products Law

The purpose of the dairy inspection as stated in the law is to give the people of Florida a safe milk supply. The law also provides that the Commissioner of Agriculture has the power to make and enforce rules and regulations to insure such a supply of milk.

The work as carried on by the inspectors has been more educational than otherwise, and for the most part has met with the full cooperation of the dairymen. Very few court cases have been made.

Instructions in the building of new barns, repairing old ones, methods of cleaning barns and all other equipment, keeping the cows clean and healthy and better methods of handling the milk have been some of the most common lines of work done.

One of the chief objects of the Act was to guard against the bringing into Florida unsafe dairy products. In order to prevent this, the Florida dairies must be of such a standard that inspection could be invited and the milk from all outside dairies that did not meet this standard could then be stopped.

The law also provides that all milk sold must be plainly labeled as to the State where produced. The purpose of this being to appeal to the patrons to use Florida milk. So well has the clean-up work been carried on that it is safe to say that no State has a supply of milk that is any better.

All herds have been tested for tuberculosis and less than one-half of one per cent reactors found and these were largely cows brought into the State.

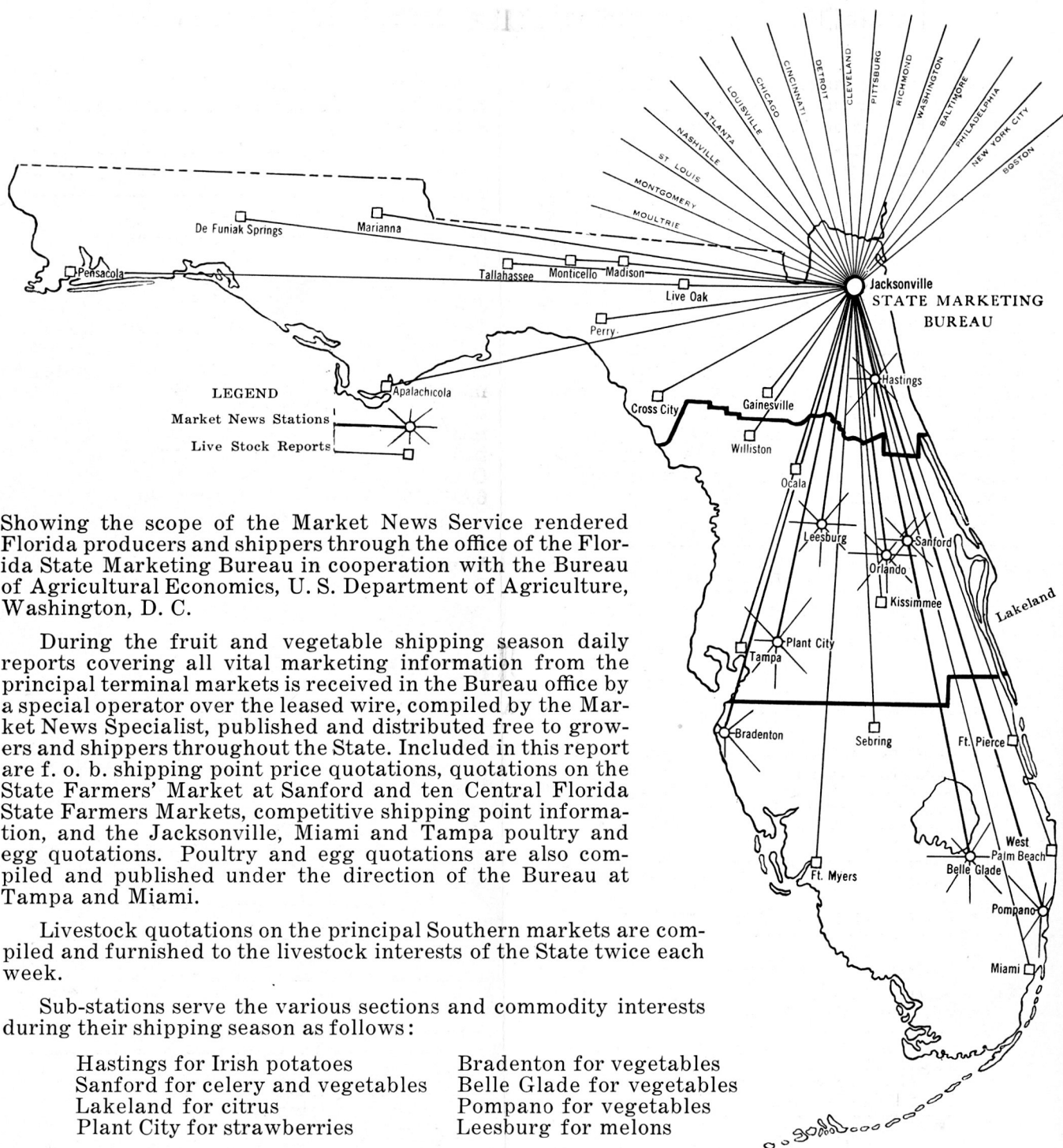
In 1935 the frozen desserts law was passed and this law is being enforced by the State Milk Inspectors. Every dairy, milk plant and ice cream plant in the State is given regular inspection.

Since the inspection work began the herds of the State have greatly improved and increased in number. Thousands of gallons of fresh milk were shipped into the State before these regulations were adopted and at present no fresh milk is being imported.

Revenue from Inspection Work

A vital activity of the Inspection Bureau is the collection of the various inspection fees which constitute the General Inspection Fund from which is **paid all of the operating expenses of the entire State Department of Agriculture, with its several subdivisions.** Revenues making up the general inspection fund consist of the following:

1/8c. per gallon on all gasoline and kerosene.
25c. per ton on all commercial fertilizer.
25c. per ton on all commercial feed.
4c. per 30 dozen cases of eggs.
Inspection fees on citrus fruit, and
Fees charged for milk dealer's licenses.
License and Registration fees collected under the Insecticide and Fungicide Law.



Division of Agriculture and Immigration

This division handles the correspondence concerning agriculture, immigration—from other States and not from foreign countries—agricultural enumerations and census statistics and tourist inquiries.

In this division is edited the farm bulletins, all advertising,—literature, advertisements in magazines and other journals. It also assembles and furnishes all fair exhibits of the department. It supervises all enumeration of agriculture and manufactures and takes a population census each decennial.

This bureau advertises the resources of the State in magazines of general circulation, in State fairs, in national fairs, and by radio broadcasts. **Tons** of literature have been printed and circulated throughout the country to those making inquiry concerning the State, either as to its resources and attractions or from the standpoint of tourists.

Millions of people have been reached by magazine advertising. The combined circulation of the magazines used during two years—1929-1930, was 49,830,614.

Exhibits were carried to out-of-state fairs, 1928-1930, with an aggregate attendance of 8,890,000.

The exhibit which the department sponsored at the Century of Progress in Chicago was seen 1933-1934 by 20,000,000 visitors. The expense of this exhibit was borne partly by counties and by small contributions from individuals.

There was a Florida exhibit at Rockefeller center in New York City during December, January and February, 1935, placed there and supported by a private association—Florida National Exhibits—but to which the department's advertising fund contributed to pay for the space and other expenses. It contributed most of two years appropriation to the Century of Progress Exposition. The Rockefeller Center Exhibit was visited by an estimated 6,000,000 people from all over the world.

During 1936 and 1937 the state had exhibits at the Great Lakes Exposition at Cleveland. Florida is to be represented at the World's Fair at New York in 1939.

State Chemist

SUMMARY OF ANALYTICAL REPORT OF THE STATE CHEMIST FOR THE CALENDAR YEAR 1936

The following analyses were made during the year:

Official samples, Fertilizer	2,213	
Special samples, Fertilizer (sent in by citizens)	23	
Official samples, Stock Feed	474	
Special samples, Stock Feed (sent in by citizens)	47	
Official samples, Foods and Drugs.....	123	
Special samples, Foods and Drugs (sent in by citizens)	120	
Miscellaneous samples (sent in by citizens)	68	
Samples for Geological Survey.....	94	162
Total Analyses Chemical Division, 1936		3,162
Official samples Fertilizer		
Analyzed under Chapter 14510.....		13
Analyzed under Chapter 16999		
Limestones	10	
Phosphate Rock	57	
Brands containing Secondary		
Plant Foods	275	
Regular formulas	1,858	2,200
		2,213

The ten samples of Limestone represent eight brands of five companies and showed no deficiencies.

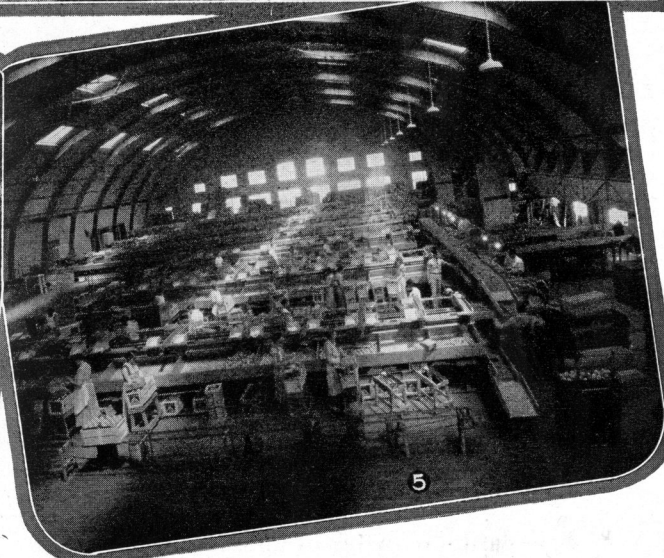
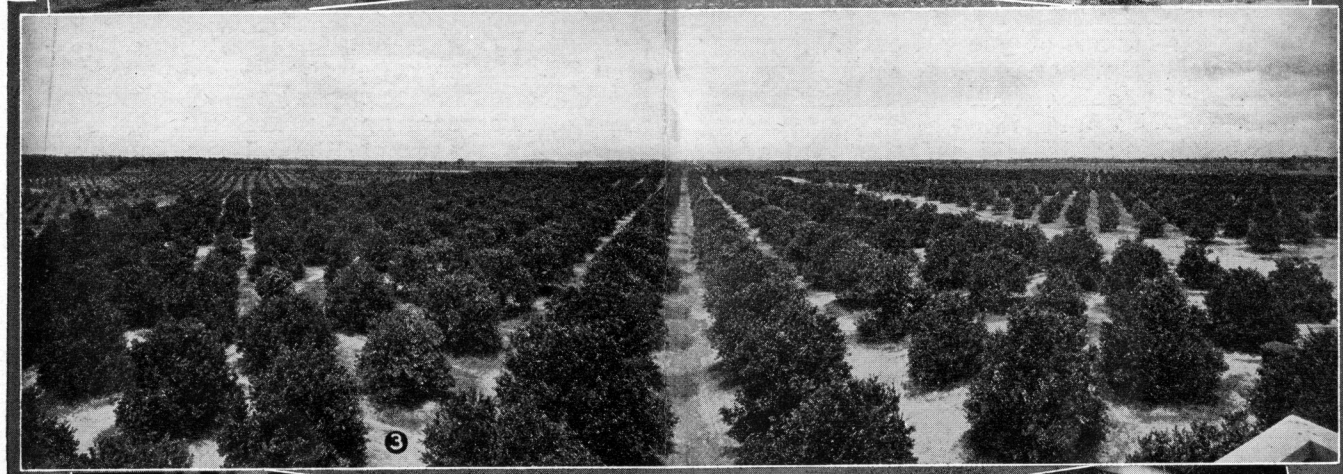
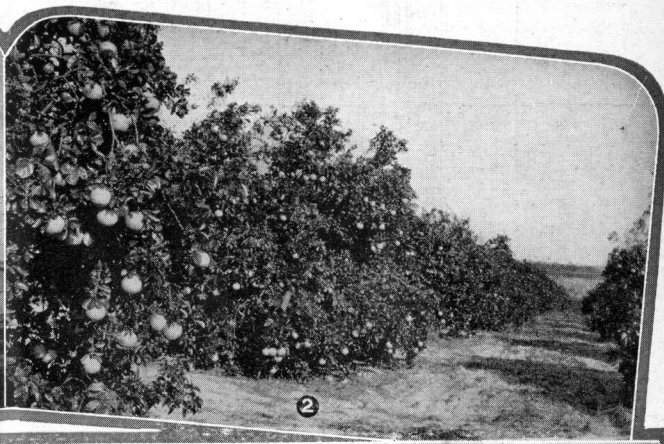
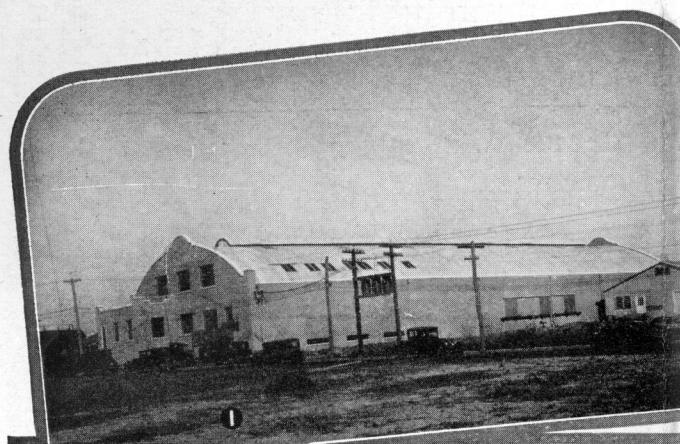
The fifty-seven samples of Phosphate Rock represent twenty brands of ten companies and showed but three deficiencies.

The 275 brands of fertilizers and fertilizer materials containing Secondary Plant Foods represent 127 brands of thirty companies and showed thirty-five deficient samples of which seventeen are deficient in secondary plant foods.

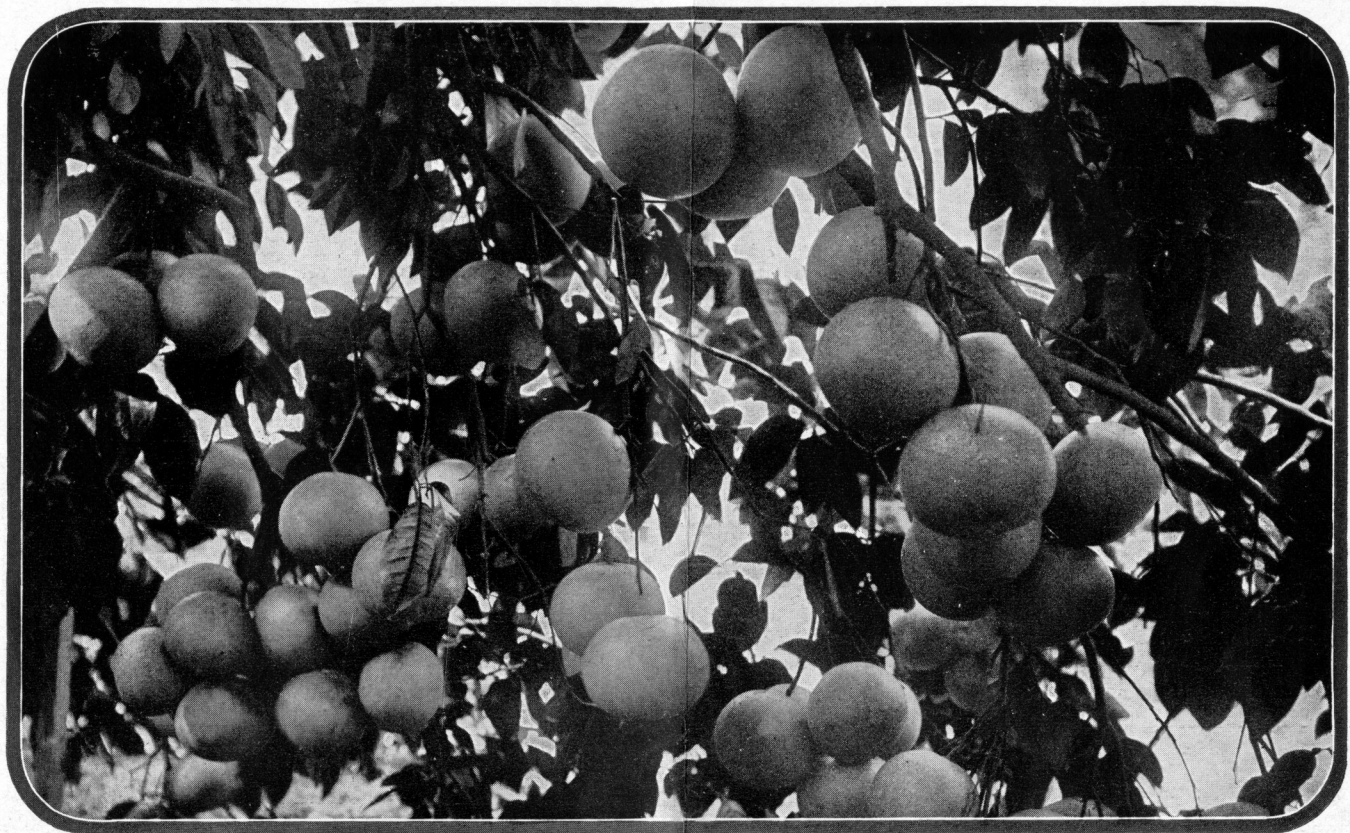
The 1,858 samples of regular brands and fertilizer materials represent 1,016 brands of 74 companies and showed 175 deficient samples of which 75 are excessive in Chlorine. There were also 68 samples in which a deficiency in one form of nitrogen is compensated by overages in more expensive forms of nitrogen.

Of the 474 samples of complete stock feed analyzed, 125 were deficient in one or more of the guaranteed constituents.

21 samples were deficient in Protein.
17 samples were deficient in Fat.
25 samples were excessive in Fiber.
102 samples were deficient in nitrogen-free Extract (of this number, 63 were deficient by reason of the fact that the protein and fat exceeded the guaranteed analysis).



1-CITRUS PACKING HOUSE. 2-A GRAPEFRUIT GROVE.
 3-ORANGE GROVES AS FAR AS THE EYE CAN SEE.
 4-GOLDEN ORANGES. 5-INTERIOR OF CITRUS PACKING HOUSE.



TYPICAL FLORIDA GRAPEFRUIT

The Citrus Industry

THE production of citrus fruit is the leading agricultural industry of the State, representing an investment of from \$350,000,000 to \$500,000,000, with an average annual commercial rail and boat shipment for the past ten years (1927-28 through 1936-37) of 20,356,429 boxes, with a gross return of \$42,074,144, from a grove area of approximately 350,000 acres. Some varieties of citrus fruit are produced in practically every county in the State; the commercial crop, however, is confined largely to the central and south portions.

Types range in order of commercial importance as follows: oranges, grapefruit, tangerines, limes, lemons, and kumquats. To those

must be added a number of hybrids of increasing importance to the industry.

Florida orange shipments have increased from 600,000 boxes for the season 1884-85 to 14,580,603 boxes, rail and boat, for the season 1936-37. Grapefruit shipments increased from 12,000 boxes during the season 1899-1900 to 9,352,859 boxes, rail and boat, for the season 1936-37.

Shipments to market usually begin in September and extend through July. Citrus in north and northwest Florida is largely confined to the production of the Satsuma orange.

Florida ranks first in the United States in the production of grapefruit; second in the production of oranges, and first in the production of tangerines.

UNITED STATES DEPARTMENT OF AGRICULTURE

Bureau of Agricultural Economics
37 East Pine Street, Orlando, Florida

Florida Citrus Estimate

October 11, 1937

Total production of Florida citrus for the season of 1937-38 is estimated at 37,000,000 boxes of which 24,000,000 boxes are oranges and tangerines and 13,000,000 boxes grapefruit. This represents all fruit including shipments by rail, boat and truck, canning and local consumption. For the past season, the total production was 40,600,000 boxes of which 22,500,000 boxes were oranges and tangerines and 18,100,000 grapefruit.

For the state as a whole there are more oranges than

a year ago with the greatest increase in Valencias. Grapefruit and tangerines are both lighter than last year and the greatest decrease is in the Duncan or seedy grapefruit which runs below last year in practically all sections of the state. Due to the extended period of blooming, a long period of marketing seems probable.

No separate estimate of the shipped crop will be issued for this season. For the past three seasons distribution of the crop was as follows:

1934-35		1935-36		1936-37	
Total	32,800,000	Total	29,500,000	Total	40,600,000
Shipped	24,400,000	Shipped	23,000,000	Shipped	30,500,000
Canned	5,800,000	Canned	3,900,000	Canned	7,300,000
Local	2,600,000	Local	2,600,000	Local	2,800,000

Estimated figures by varieties for Florida follow:

TOTAL CROP				TOTAL CROP			
		1936-37	1937-38			1936-37	1937-38
Oranges, all	22,500,000	24,000,000		Grapefruit, all	18,100,000	13,000,000	
Early and Midseason	12,000,000	12,800,000		Seedless	6,000,000	5,000,000	
Valencias	7,500,000	8,700,000		Other	12,100,000	8,000,000	
Tangerines	3,500,000	2,500,000		Total	40,600,000	37,000,000	

Florida Total Citrus Shipments, Valuations, and Other Data for 10 Years

Records Estimates Season	Total Carloads Reported Shipped	Portion Carloads Shipped By Rail	With No. Rail Haul, Shipped By Boat	Total So-Called Commercial Shipments	Estimated Trucked (3) Out of Florida	Estimated Canned (3) in Florida	Estimated Consumed (3) in Florida	Estimated Florida Production Utilized
All Citrus	Carloads	Cars	Carloads	Boxes	Boxes	Boxes	Boxes	Total Boxes
1927-28	37,876	37,680	196	13,335,360	800,000	600,000	1,000,000	16,035,360
1928-29	63,673	62,996	677	22,922,280	1,500,000	1,527,320	1,950,000	27,899,600
1929-30 (4)	39,485	39,231	254	14,214,600	100,000	1,710,000	1,200,000	17,224,600
1930-31	74,645	72,949	1,696	27,229,945	2,640,000	2,954,056	2,180,970	35,004,971
1931-32	49,235	44,996	4,239	18,914,165	2,525,520	966,533	2,040,000	24,446,218
1932-33	55,501	44,456	11,045	20,176,750	3,010,180	2,800,000	2,422,700	28,409,630
1933-34	53,311	32,288	21,023	20,884,890	3,249,000	2,667,397	2,475,000	29,276,287
1934-35	51,107	27,460	23,647	20,132,561	4,346,360	5,781,933	2,575,000	32,835,854
1935-36	48,916	28,790	20,126	19,232,052	3,770,000	3,900,000	2,560,000	29,462,052
1936-37	66,879	43,570	23,309	26,221,696	4,274,000	7,305,512	2,800,000	40,601,208
Average	54,062	43,441	10,621	20,356,429	2,621,506	3,021,275	2,120,367	28,119,578

Records and Estimates Season	Cost of Production (2) Before Picked	Cost of Picking, Hauling, Packing, Selling	Estimated Gross F.o.b. Returns Florida Points	Est. (1) Net Return to Growers Commercial Shipments	Estimated Net Return (1) Commercial Shipments	Estimated Net Return All Citrus Harvested and Used	Estimated Gross F.o.b. Returns Commercial Shipments	Estimated Gross Return All Citrus Harvested and Used
All Citrus	Per Box	Per Box	Per Box	Per Box	Net Value	Net Value	Gross Value	Gross Value
1927-28	\$.63	\$1.28	\$3.74	\$1.83	\$24,964,592	\$26,980,492	\$50,958,663	\$54,714,663
1928-29	.64	1.25	2.08	.19	4,361,670	5,698,063	47,405,291	52,217,851
1929-30 (4)	.71	1.29	3.19	1.19	16,942,604	18,320,604	45,399,313	49,097,313
1930-31	.43	1.10	1.86	.33	8,920,948	10,037,572	50,569,525	56,293,572
1931-32	.53	.92	1.95	.50	9,442,872	10,943,166	36,948,353	42,691,957
1932-33	.45	.90	1.36	.01 1/2	309,774	562,466	27,465,441	32,616,451
1933-34	.44	.87	1.65	.33 1/2	7,022,618	10,009,011	34,451,906	42,401,191
1934-35	.43	.88	1.63	.32	6,387,160	8,855,935	32,724,487	42,797,752
1935-36	.44	.94	2.14	.76	14,717,619	20,211,899	41,206,791	53,189,191
1936-37	.37	.92	2.04	.75	19,583,547	24,579,298	53,611,677	68,838,758
10 Year Ave.	.49*	1.03*	2.07*	.55*	11,265,340	13,619,850	42,074,144	49,485,869

NOTES: (1) Net Return before deducting for interest, depreciation and taxes. (2) Cost of production includes fertilizer, spray materials, cultivating, spraying, pruning, etc., but not interest, taxes and depreciation. (3) Estimated figures for "trucked-out" and canned stock are well based for the last 6 years. Estimated figures for "consumed in Florida" stock are rough estimates based on supply, price, population, etc. (4) "Fruit fly" season. *Weighted Average.

The Vegetable Industry

THE production of fresh vegetables has long been one of the State's valuable industries.

Commercial shipment of vegetables begins in September and October and extends through the season, well into the following July. Some types of vegetables for home use and local markets are produced twelve months of the year.

The heavy commercial vegetable area of the State is in the central and South Florida districts, although some counties in north Florida ship a limited amount from fall and spring plantings.

Florida stands first of all the States in the shipment of snap beans, first in the shipment of celery, first in the shipment of tomatoes. Other crops of commercial importance are cabbage, cucumbers, peppers, eggplant, lettuce, and English peas. On a smaller scale are produced such crops as squash, cauliflower, broccoli, spinach, endive, mustard, collards, romaine, escarole, carrots, beets, turnips, radishes, okra, onions, etc.

Watermelons

The heavy commercial production and shipments of melons is largely confined to the central, north and northwest sections of the State, although south Florida contributes a light shipment of early melons. The production of watermelon seed is an important industry in some of the north Florida counties, particularly in Jefferson.

Strawberries

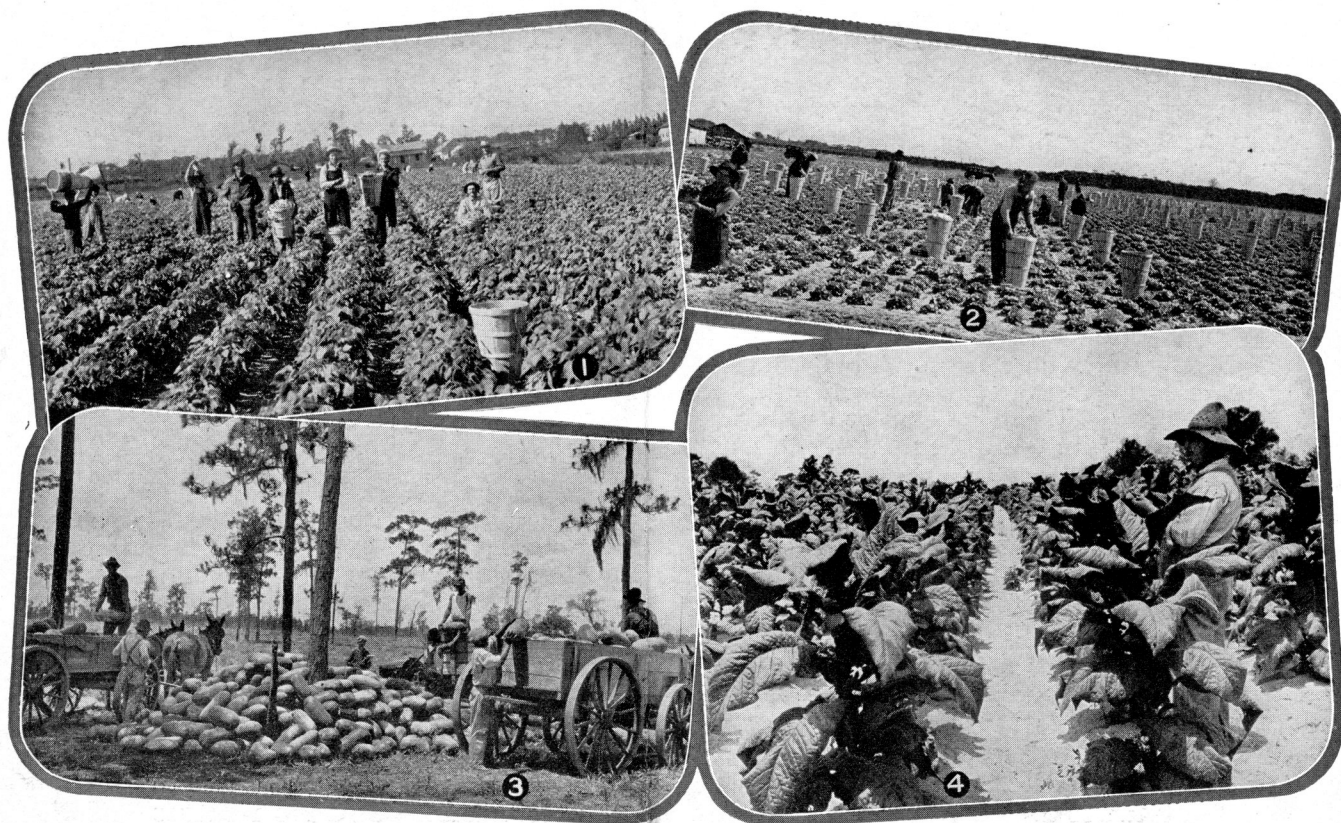
Winter-grown strawberries find their way to market from Florida farms from November to June and are successfully grown in practically all sections of the State. The commercial crop for northern markets is confined largely to the following counties: Hillsborough, Polk, Hardee, Sarasota, Manatee, Sumter, Pasco, Bradford, and Union.

Practically all types of vegetables can be grown successfully if proper attention to location and type of soil is first considered.

Statistics and Estimates on Florida Vegetables, Melons, and Non-Citrus for Season 1936-37

Shipped from Florida, or Sold from Farms for Canning, or for Florida Consumption.
Values for Commodities Loaded F.O.B. Cars or Trucks, and Not "Net to Farmer" at Farm.
Production, Packing and Other Marketing Charges Have Not Been Deducted.

[illegible]



1-BEAN PICKING TIME. 2-GATHERING LETTUCE FOR THE WINTER MARKET.
3-EARLY WATERMELONS. 4-TOBACCO GROWING IN NORTHWEST FLORIDA.

The phenomenal growth of the vegetable industry in Florida can best be illustrated by the following data:

In 1891 Florida produced 161 carloads of snap beans with a value of \$112,822. For the season 1936-37, 8,389 carloads valued f. o. b. at \$6,705,177. In 1891 Florida produced 938 carloads of tomatoes valued at \$325,226. For the season 1936-37, 8,530 carloads valued at \$7,220,750. In 1898 Florida shipped four carloads of celery and during the season 1936-37 there was produced in the State a total of 10,195 carloads, valued at \$6,095,300.

Cash Return from Leading Crops

The total value of Florida vegetables, melons and non-citrus for the 1936-37 season has been computed by the State Marketing Bureau at \$39,090,756. Celery accounted for the

greatest number of carlot shipments, but tomatoes brought in the most money.

Leading truck crops and their gross value for the 1936-37 season are:

Strawberries	\$ 3,220,117
Watermelons	1,179,352
Other Non-Citrus	245,365
Beans and Limas	6,705,177
Cabbage	921,237
Celery	6,095,300
Cucumbers	893,216
Eggplant	294,720
Lettuce	220,450
Peas, English	427,832
Peppers	1,645,488
Potatoes	5,184,360
Tomatoes	7,220,750
Mixed or Miscellaneous	4,837,392
Total Vegetables	\$34,445,922
GRAND TOTAL	\$39,090,756

Poultry Raising in Florida

SOME of the advantages offered poultry and egg producers or prospective poultry and egg producers are an even, equable climate, plenty of open sunshiny weather in which poultry can range in the open the year round. Rainfall is ample and rather evenly distributed throughout the year assuring poultrymen sufficient moisture to produce green feed almost at will. Besides these advantages, there is a good home market, as Florida imports quite a large volume of eggs and poultry meat. The prices received for nearby produced eggs and poultry are good.

Poultry keepers are divided into two well defined groups: the small flock owner and the

commercial egg producer. The first class are the general farmer and the trucker or vegetable grower who keep a number of chickens for home use with perhaps a few extra for pin money; while the latter class or commercial producer keeps chickens exclusively as a means of making a living.

Florida Poultry Statistics

	1935
Number of farms keeping poultry	50,453
Number of chickens raised.....	3,421,000
Value of chickens raised.....	\$2,316,000
Dozens of eggs produced.....	18,000,000
Value of eggs produced.....	\$4,831,000



POULTRY RAISING IS A LARGE AND GROWING INDUSTRY

Florida Live Stock Situation, 1937

Florida has 1,250,000 head of cattle valued at \$17 per head, or with a total value of \$21,250,000.

Florida put on the local markets 61,000 head of cattle in 1937, or 28,975,000 lbs.; 33,000 head of calves or 8,580,000 lbs. of veal.

Florida shipped 2,200 head of stocker and feeder cattle to be put in the feed lots, valued at purchase at \$125,000; valued when sold, \$190,000. Florida also sold about 36,000 bean cattle for \$925,000.

Florida killed for farm slaughter and home use 12,000 head of cattle or 5,700,000 lbs., and killed 11,000 head of calves or 2,860,000 pounds.

Florida is particularly adapted to the production of cattle for the following reasons:

1. She has ample rainfall to generally guarantee abundant growth of food.
2. Generally her soils are of heavy enough type to produce good grass and feeds, with good carrying capacity per acre.
3. Florida is accessible to markets.
4. With mild seasons, Florida has as long a grazing season as any state, and possibly longer.
5. Feeds can be produced cheaply in Florida.
6. Florida grass lands are seldom damaged by drought or floods.
7. Land can be obtained in Florida at cheap prices. Such land can be obtained in large acreage, making for cheap fencing per acre unit.
8. Florida is accessible to between 27 and 30 live stock markets in the states of Florida, Georgia and Alabama.
9. Florida has demonstrated that calves produced in this state do well on the Jersey City and Baltimore markets.

10. Florida has produced, and finished with her own feed, Medium, Good and Choice to Prime cattle in her feed lots.

11. Florida is producing about 45 per cent of her beef, therefore she has ample outlet for such beef as produced.

12. Florida is well adapted to the production of feeder steers.

13. Such steers as are produced for feeder purposes should naturally be dehorned, and should show at least 50 per cent beef type breeding.

14. Improved breeding best improves marketing conditions and simplifies marketing in proportion as improved blood replaces "scrub" blood.

15. We strongly recommend good bulls. Too little attention has been paid to the kind of pure bred bulls bought.

16. It is a known fact that improved pastures will give from 3 to 10 times the grazing that non-improved pastures will give. Better cattle can be carried on small acreage of improved pastures.

Florida has 475,000 head of hogs, valued at \$2,660,000.

Florida put on local markets in Florida, Alabama and Georgia, 335,000 head of hogs which brought into the State approximately \$3,718,500.

Florida killed for farm slaughter and home use 159,000 head of hogs, or 22,500,000 pounds.

Florida is particularly adapted to the production of hogs in that she raises an abundance of her feeds, and grass and grazing crops do unusually well.

Since Florida does not produce her entire supply of meat, Florida has always been and will continue to be in the live stock business, since markets are close at hand.

L. H. LEWIS,
Marketing Specialist, Live
Stock and Field Crops,
Florida State Marketing
Bureau, Jacksonville, Fla.



SUB-TROPICAL FRUIT: 1-PAPAYAS. 2-MANGOES. 3-LEMONS. 4-PINEAPPLES.

Sub-Tropical and Non-Citrus Fruits

THE climatic conditions in South Florida make it possible for residents of that section to produce a great variety and an abundance of sub-tropical fruits, many of which are as yet little known to the general trade in this country, but are, however, delicious and healthful.

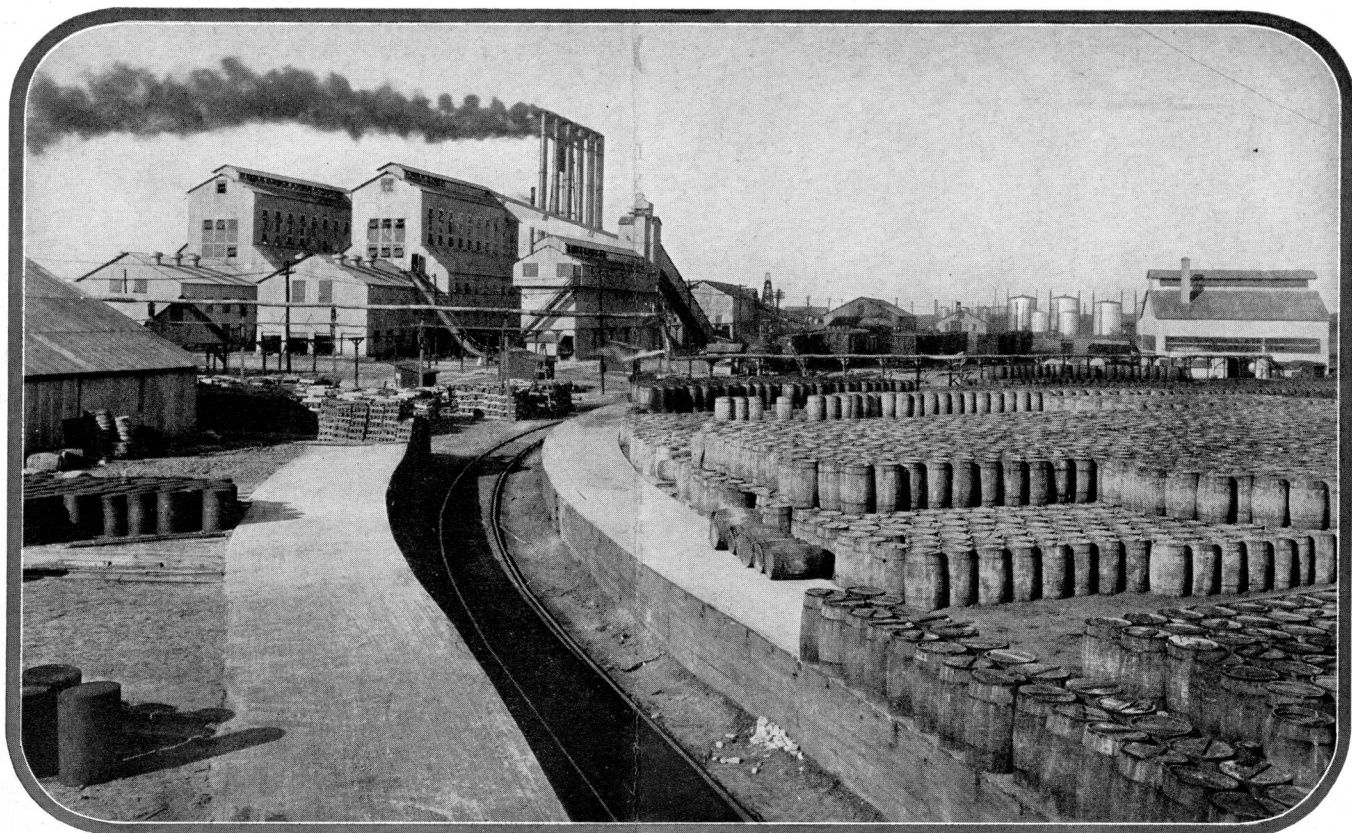
Among the better known varieties and those produced on a commercial scale are the avocado, the mango, papaya, pineapple, banana, sapodilla and guava; of lesser importance at the present time commercially, although produced for home use and local market, are such varieties as the surinam cherry, loquat, cherimoya, sugar apple, roselle, ti-es, the monstera deliciosa, and many others of a tropical or sub-tropical nature. Other non-citrus fruit produced in Florida include pears, peaches, plums, figs, blackberries,

blueberries, dewberries, Japanese persimmons, grapes, etc.

According to the 1931-32 agricultural census of the State, Dade County led in production of avocados with 47,461 crates. In mangoes Lee County was in the lead with 29,342 crates. St Lucie County was first in the production of pineapples, with 4,356 crates. In guavas Hillsborough County led with 18,968 crates, and Dade County reports 10,120 bunches of bananas.

In the production of peaches, Jackson was top with 5,579 bushels; with pears Baker County reports 12,211 barrels. Jackson County led in fig production with 4,012 crates. Lake County led in the production of grapes.

Florida fruits are unexcelled in deliciousness, nutritive value and healthful properties.



NAVAL STORES IS ONE OF FLORIDA'S CHIEF INDUSTRIES

*The Following Statistics are Given by The U. S. Department of Commerce,
Bureau of Census, Washington*

Value of Manufactured Products:

	County	Year 1931		County	Year 1931
Miami	Dade	\$ 9,368,753	Tallahassee	Leon	963,216
Sanford	Seminole	2,019,175	Tampa	Hillsborough	36,915,012
Daytona Beach	Volusia	1,049,585	Gainesville	Alachua	812,933
Lakeland	Polk	1,703,511	Pensacola	Escambia	4,317,107
Jacksonville	Duval	36,512,895	Orlando	Orange	2,457,450
Key West	Monroe	1,667,892	St. Augustine	St. Johns	917,076
St. Petersburg	Pinellas	2,516,777	West Palm Beach	Palm Beach	1,933,418



WHAT FLORIDA OFFERS CAPITAL

AMERICA'S GREATEST FINANCIERS HAVE INVESTED IN FLORIDA. SCORES OF MILLIONS OF NEW CAPITAL ARE COMING TO THE STATE YEARLY. THE POPULATION OF THE STATE HAS INCREASED THIRTY-SEVEN PER CENT WITHIN THE LAST TEN YEARS. THERE ARE MANY REASONS FOR THIS. BELOW WE GIVE SOME OF THEM.

Agriculture

THE basis of most wealth is agriculture. Florida has at least ten million acres of good agricultural land as yet undeveloped. Only a small part of her area is in cultivation. Florida produces more than a hundred thousand carloads of fruit and vegetables above her home needs. Consumers are paying two hundred million dollars annually for soil products of Florida. We have vast undeveloped business ahead for our agriculture.

Geographical Advantages

Florida is within forty-eight hours of more than ninety per cent of the people of the United States. Using regular train schedules every State in the nation, save ten, can be reached by rail from Jacksonville, Florida, within forty-eight hours. Shipping to and from every quarter of the globe enters and leaves Florida's ports. Water transportation along the Atlantic Coast affords rapid trade exchanges between the industrial East and our State. Trade between North and South America now aggregates two and one-quarter million dollars per day. Florida ports are the logical places for exchange for much of these commodities.

Transportation

Florida has nearly eight thousand miles of railroad and is building more. Florida has more than eight thousand miles of hard-surfaced highways. Florida's State Highway Department and her sixty-seven counties are spending millions of dollars per year for roads.

Manufactures

The "Playground of the World" is being utilized for workshops and factories. Capital is being convinced that a place so ideal for recreation and sports is also ideal for industry and permanent, profitable living. Already Florida's factories turn out products aggregating two hundred million dollars in value per year. One of the South's largest Portland Cement Companies with an investment of five million dollars operating at Tampa with a capacity of ten thousand bags of cement per day. Florida can supply material for the following manufactures:

Glassware	Tile	Vegetable Hair
Chinaware	Filters	Fish Products
Insulation	Paper	Buttons
Materials	Roofing	Leather
Can Goods	Cement	Awnings
Creameries	Furniture	Tents
Phosphate Mills	Porcelain	Dairy and
Cotton Goods		Poultry Feeds

Health Means Efficiency

Florida's sunshine is perennial. It is neither too hot nor too cold. Just right for both pleasure and work. Our mean annual temperature is about seventy degrees Fahrenheit. The mild climate makes possible almost ideal living conditions. Captains of industry recognizing the vital relation of health and efficiency, are considering Florida as a place for their factories. Our State offers a greater variety of food products continuously through the year than any other State. The expenses of housing, heating and clothing are greatly under those of the colder climates.

The Fishing Industry Represents One of the Most Valuable Resources of Florida

WITH an investment of about \$10,000,000 and approximately 11,000 persons employed, it produces from \$6,500,000 to \$20,000,000 annually, which is about 10% of the fish business of the United States.

Eight thousand boats comprise the fishing fleet, of which 13 are sailing vessels, 108 large motor boats, 3,915 smaller boats, and 4,234 other small boats, which bring to the fishing wharves from 122,000,000 to 145,000,000 pounds of fish and seafoods each year.

There are 246 wholesale establishments handling fresh and frozen fish products. Twenty-one establishments are engaged in the manufacture of seafoods, their by-products, and other products of the fishing industry, such as the manufacture of oil, used commercially in making paints, lubricants, soaps, etc.; fish meal valued as a feed for livestock and poultry; fertilizers for field crops; buttons from the shells of crustaceans; glue and numerous other products.

Florida has the only commercial sponge fishery in the United States with 855 persons employed in 1929, producing 528,721 pounds, valued at \$879,646.

Menhaden used in the manufacture of oil,

produced 50,531,980 pounds of fish valued at \$317,512.

The twelve seafood products that lead in commercial importance are, mullet, shrimp, red snapper, Spanish mackerel, catfish, kingfish, grouper, trout, oysters, redfish, bluefish and crappie. Each of these produced more than a million pounds in 1929, when mullet reached a total of 27,925,223 pounds. There are several dozen other varieties that produce from 100,000 to over 900,000 pounds, and still others that are less plentiful on our markets.

Reduced to its simplest terms, oyster culture in Florida consists in: (1) acquiring suitable submerged bottoms under lease from the State; (2) cleaning and preparing that bottom for the growth of oysters; (3) sowing thereon shells or other material ("cluth") for the attachment and growth of young oysters, and transplanting seed oysters from natural beds; (4) insuring the production of larval oysters by the proximity of natural or planted beds of adult oysters; (5) protecting the oyster beds from natural enemies; (6) transplanting as occasion requires to prevent overcrowding and to facilitate growth and fattening, and (7) gathering, culling, shucking and sorting for the market.

Mineral Resources of Florida

FLORIDA is an important non-metallic mineral producing State. It stands first in the production of phosphate, having held this position for more than forty years; second in fuller's earth, a variety of clay used in clarifying mineral and vegetable oils and fats; is a center in the production of a typically characteristic sedimentary kaolin used in the manufacture of various white ware products; is an important producer of limestone, lime and cement; produces building stone from coquina, oolitic, coral and other limestones which are not only durable and attractive for exterior construction, but also for interior decorative purposes; produces

quantities of peat used directly on soils and as a filler in fertilizers; has large deposits of sands suitable for various construction and manufacturing purposes; and has valuable deposits of clays suitable for the manufacture of building brick and tile, as well as for pottery and ornamental burned wares.

The limestones of Florida are of vast importance, contributing generously to its development in supplying material so extensively used in road construction, concrete aggregate, ballast, lime and cement manufacture and also as a building material. Furthermore, the limestones are the most important water-bearing formations of the State, the large, beauti-



1—FULLER'S EARTH PLANT IN GADSDEN COUNTY.
2—LIMEROCK QUARRY IN HERNANDO COUNTY.
3—PHOSPHATE MINE IN POLK COUNTY.

ful springs issue from them and the thousands of deeper artesian wells draw their apparently unfailing supplies from such formations. Their total value to the State can therefore not be estimated.

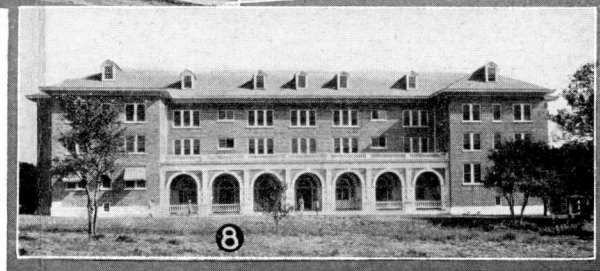
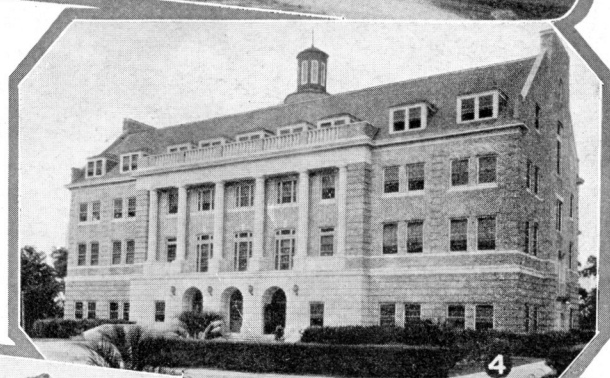
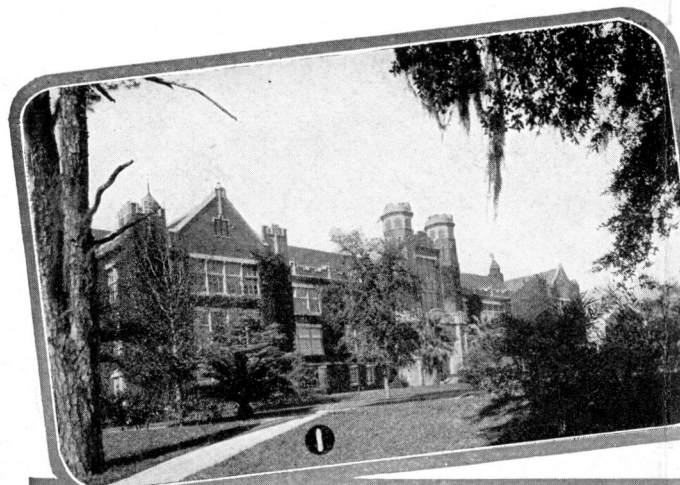
With the discovery of phosphate in 1888, the mineral industry of Florida became more definitely and permanently established. Development proceeded so rapidly that Florida soon assumed first place in the production of this commodity and has continued in the lead. Phosphate is the largest mineral industry in the State; two varieties entering chiefly into commercial production, the land pebble, mainly from Polk and Hillsborough Counties, the hard rock from a rather narrow belt in the west central portion of the Peninsula, centering at Dunnellon. With these two types is associated a considerable proportion of soft phosphate, large quantities of which are now placed on the market. The limestone, lime and crushed stone industry, the cement production and the output of fuller's earth and kaolin have grown in recent years and have contributed increasingly to the value of the mineral output. Other mineral industries are:

sand and gravel; common brick; building tile; drain tile; turpentine cups and pottery; peat; diatomaceous earth and mineral waters. The valuation of the output of various Florida mineral products for the years 1935 and 1936 is shown in the following table:

Mineral Product

	1935	1936
Phosphate	\$ 8,361,558	\$ 8,528,523
Limestone, Lime and Crushed Flint	1,165,007	1,863,450
Sand and Gravel	233,029	394,908
Kaolin and Fuller's Earth	984,778	981,538
Brick, Pottery and Other Clay Prod- ucts	62,171	92,245
Cement, Peat, Diat- omite and Mineral Waters	857,749	1,174,133
	<hr/>	<hr/>
	\$11,664,292	\$13,034,797

HERMAN GUNTER,
State Geologist.



1—FLORIDA STATE COLLEGE FOR WOMEN, TALLAHASSEE. 2—UNIVERSITY OF FLORIDA, GAINESVILLE.
 3—STETSON UNIVERSITY, DELAND. 4—FLORIDA A. & M. COLLEGE FOR NEGROES, TALLAHASSEE.
 5—TAMPA UNIVERSITY, TAMPA. 6—ROLLINS COLLEGE, WINTER PARK. 7—UNIVERSITY OF MIAMI, CORAL GABLES.
 8—SOUTHERN COLLEGE, LAKE LAND.

Education

Facts

FLORIDA State Institutions of Higher Learning are the State University at Gainesville, enrollment, 3,138, the State College for Women at Tallahassee, enrollment, 1,778; and the Agricultural and Mechanical College for Negroes at Tallahassee, enrollment, 670.

Other State educational institutions are the School for the Deaf and Blind, the Industrial

School for Boys (delinquent), and the Industrial School for Girls (delinquent).

Private Universities and Colleges Enrollment, 1937-38

Stetson University, DeLand	787
Miami University, Miami	1,201
Tampa University, Tampa	514
Southern College, Lakeland	904
Rollins College, Winter Park	380

FOR THE YEAR ENDING JUNE 30, 1936

NUMBER OF SCHOOLS

(Each Department Counted as a School)

	White	Negro	Total
Kindergarten	13		13
Elementary (Grades 1-6)	1,119	954	2,073
Junior (Grades 7-9)	323	104	427
Senior (Grades 10-12)	202	39	241
Total	1,657	1,097	2,754

ENROLLMENT

	White	Negro	Total
.....	672		672
.....	177,071	84,090	261,161
.....	66,757	12,889	79,646
.....	39,804	4,301	44,105
(Special Classes)	179		179
.....	284,483	101,280	385,763

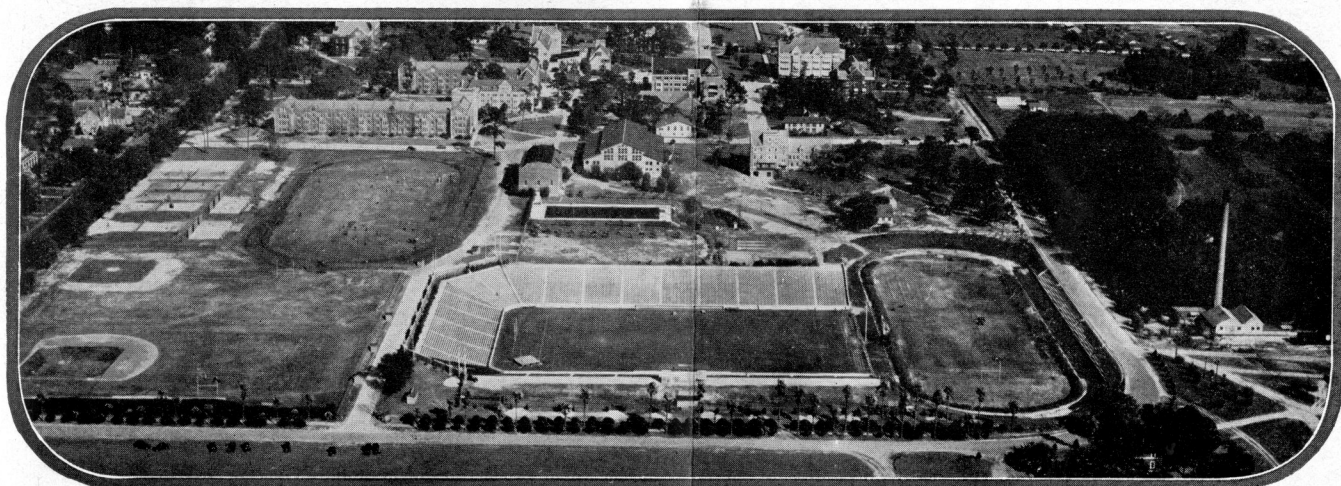
Average Length of School Term in Days, White and Negro Schools — 172

Average Annual Cost per Pupil Enrolled, Based Upon Current Expenses — \$42.62

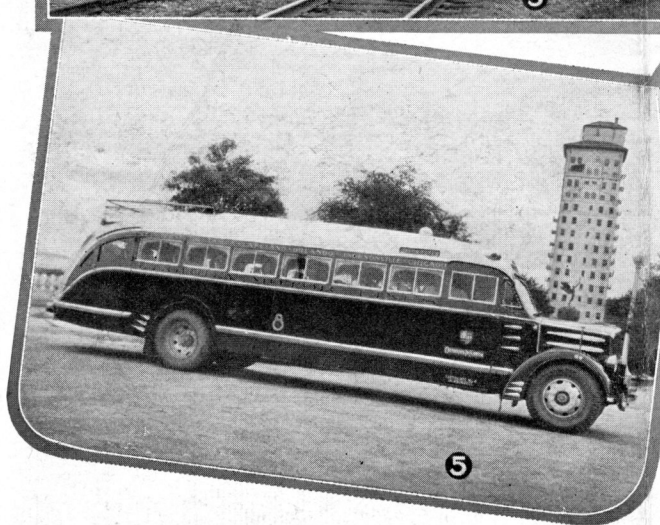
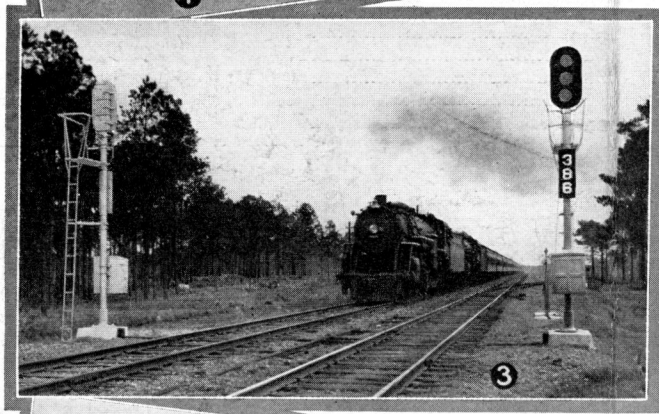
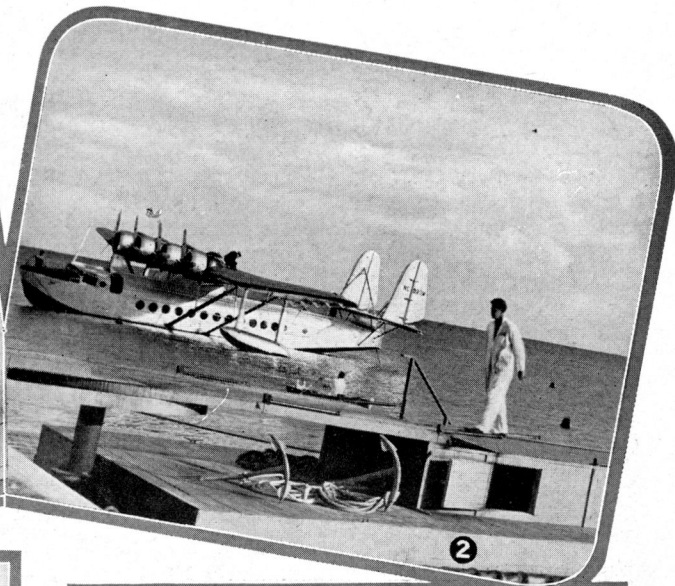
INSTRUCTION PERSONNEL

	White	Negro	Total
Supervisors	21	7	28
Principals	330	52	382
Teachers	9,162	2,837	11,999
Total	9,513	2,896	12,409

Cost of School Lots	\$12,458,097.50
Cost of School Buildings	56,584,625.60
Cost of Equipment	6,441,933.14

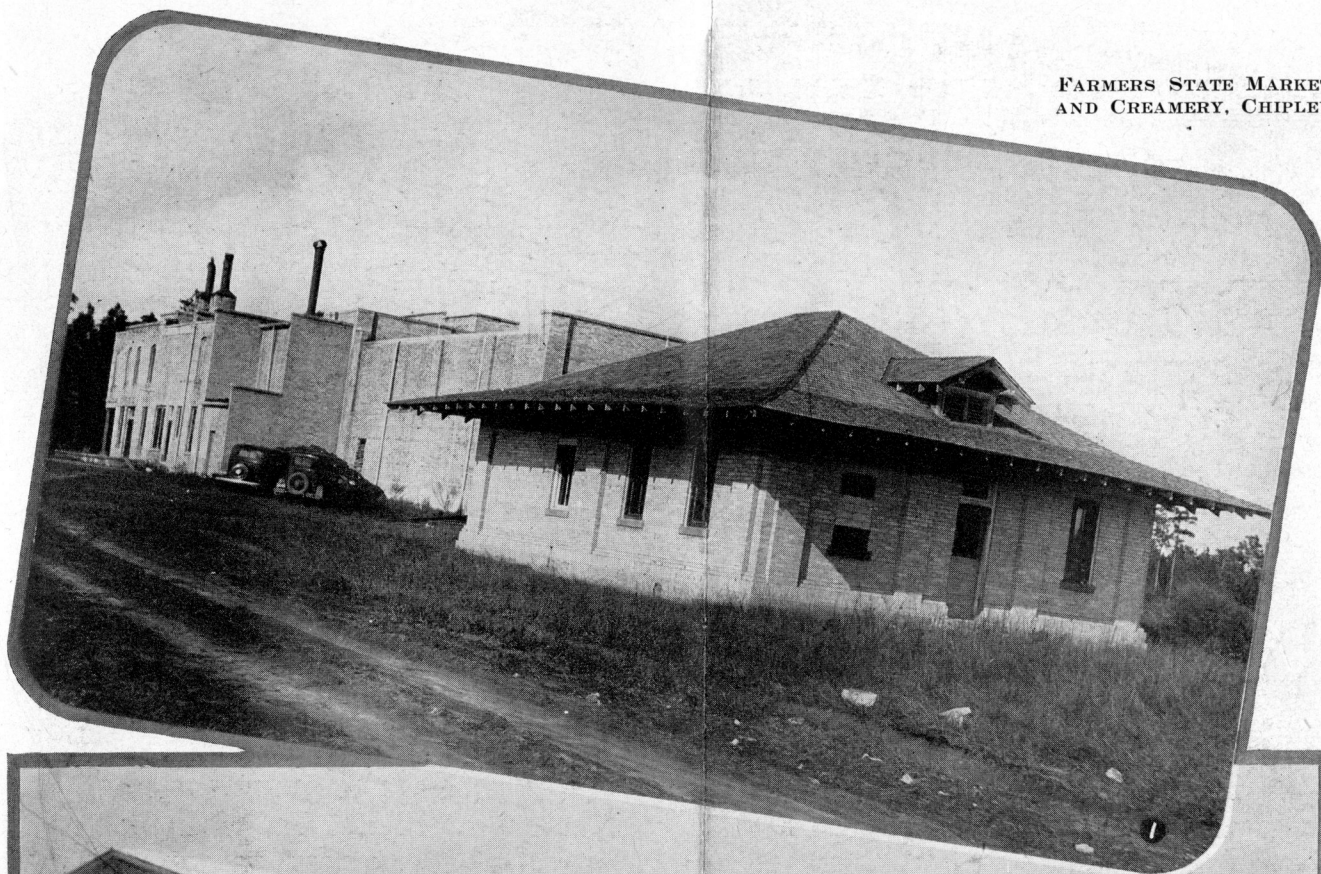


AERIAL VIEW OF UNIVERSITY OF FLORIDA STADIUM WITH PART OF CAMPUS

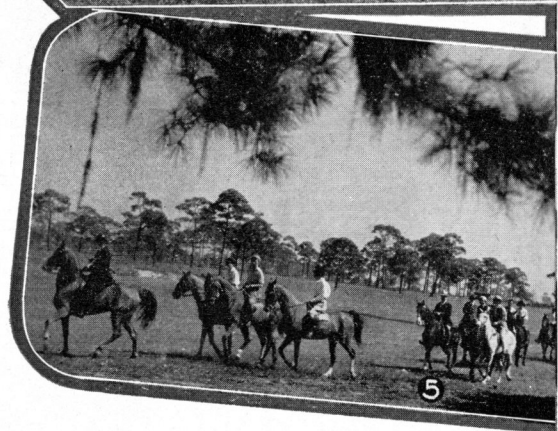


1—JUST A SHORT FLIGHT FROM NORTHERN CITIES. 2—READY FOR A TRIP OVER THE CARIBBEAN SEA.
 3—SAFETY AND COMFORT BY RAIL TO AND THROUGH FLORIDA. 4—ALONG ONE OF FLORIDA'S SUPERB HIGHWAYS.
 5—SPLENDIDLY EQUIPPED BUSES RUN TO ALL POINTS. 6—SHIPS FROM EVERY LAND.

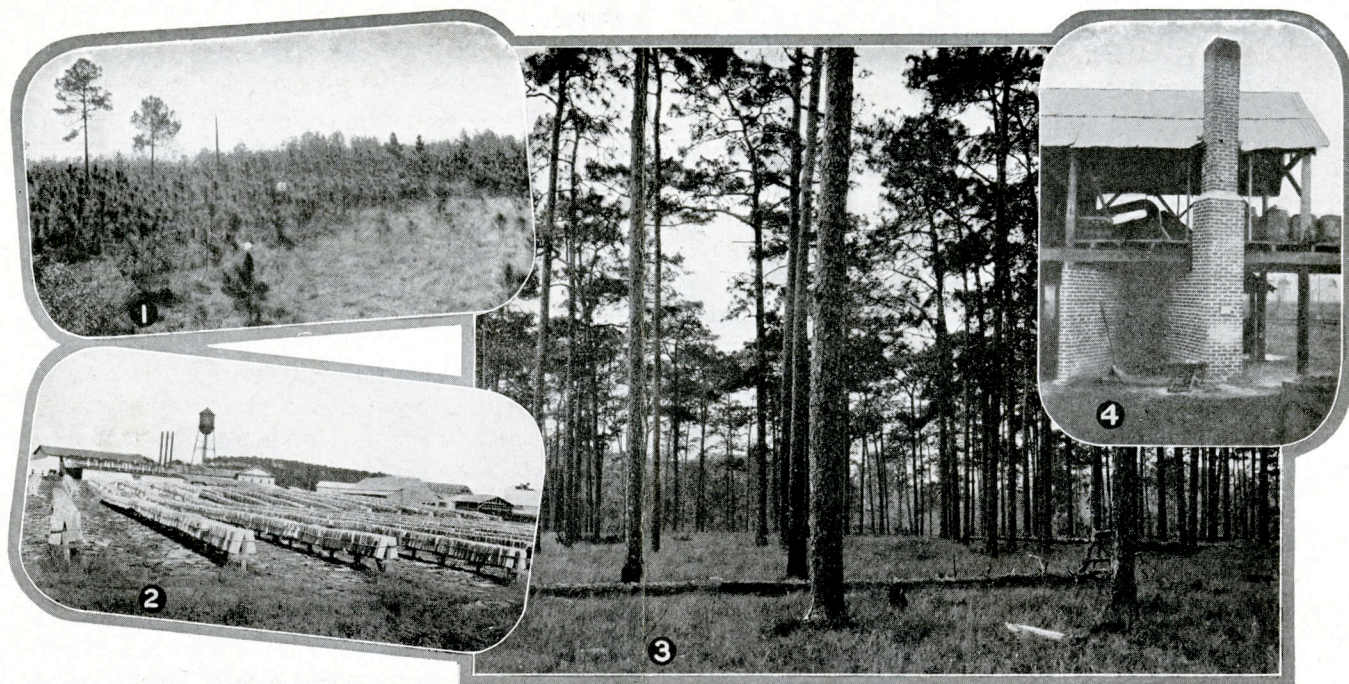
FARMERS STATE MARKET
AND CREAMERY, CHIPLEY



FARMERS STATE MARKET, WAUCHULA



1-A GOOD DAY'S CATCH. 2-BOATING IN SUB-TROPICAL WATERS. 3-PLENTY OF WILD TURKEYS. 4-A WINTER DAY ON ONE OF FLORIDA'S BEACHES. 5-EQUESTRIANS ENJOYING WINTER SUNSHINE. 6-FLORIDA FORESTS ABOUND WITH DEER. 7-BASS FROM A FLORIDA LAKE.



1—NEW FORESTS GROW RAPIDLY IN FLORIDA'S CLIMATE. 2—A FLORIDA CRATE MILL.
3—MAJESTIC PINES LIFT UP INTO SUNLIT SKIES. 4—A TURPENTINE STILL.

Florida's Forests

WHEN white men first landed on the shores of Florida, they were greeted with a picture of forests of majestic pine trees. History records the remarks of these early explorers in which they expressed the value of these forests, especially for ship timbers in which the people of those days were intensely concerned to maintain their navies.

Upon settlement of the State, the forests provided one of the first occupations for man. The development of the State, expressed by early railroad construction and opening of ports and port cities, can largely be traced to the utilization of the forests for ship masts and timbers, naval stores, crossties, lumber, and other forest products.

During all these years and up to the present, these forests have provided continuous employment for thousands of people and added many millions of dollars to the revenue of the State. The latest statistics indicate that the revenues resulting from the harvesting of lumber, naval stores, poles, piling, crossties, fuelwood, pulpwood, and other forest products, amount annually to \$125,000,000. The sum invested in the necessary woods equipment and manufacturing plants represents a capital investment of \$95,000,000. These industries are providing continuous annual employment for 41,000 wage-earners with 205,000 dependents, with a pay roll of \$31,000,000. The value and magnitude of these wood-using industries, dependent upon the forests, must be fully realized by all resi-

dents of the State in order that action will be taken to preclude any decrease, on account of the insufficient supply of raw materials, in the amount of revenue obtained by the State.

There are approximately 35,000,000 acres of land in Florida, of which 22,000,000 acres are considered forest land—19,400,000 acres in timber other than on farms. Crops and open pasture lands 3,000,000 acres. On this area today, there remains about 4,000,000 board feet of the original stand of pine. The remainder is partially stocked with second-growth merchantable timber, trees of pole and piling size, and seedlings. These will replace the virgin forests and, when forest fires are prevented, existing seed trees will restock most of the blank spaces. The Florida Forest Service, the Federal Government, landowners, and counties are uniting in an effort to prevent and

control woods fires. Protection from forest fires will solve seventy-five per cent of the problems of reforesting these forest areas. We are also fortunate in being located in a region of ample rainfall and sunshine, and in a type of soil in which the slash pine reaches its optimum growth. It will not, however, withstand fire. The Florida Forest Service is cooperating with 385 landowners and three counties in preventing and controlling woods fires on 1,348,092 acres of Florida's forest lands, which is a progressive method of assuring a continuous supply of raw materials to sustain the valuable wood-using industries now located in this State and encourage the establishment of new ones.

H. J. MALSBERGER,
Asst. State Forester



A SEMINOLE INDIAN CAMP IN THE EVERGLADES



1—GRAPEFRUIT. 2—AVOCADO. 3—ORANGE. 4—COCOANUT. 5—JUJUBE. 6—SAPODILLA.
7—KING ORANGE. 8—GUAVA. 9—MANGO. 10—BANANAS. 11—SUGAR APPLE. 12—MONISTERA DELICIOSA.